

Hanson Handles Monogram

McMullen Okays '42-'43 Groups

The groups for the 1942-42 releasing year have just been approved by R. C. McMullen of the Theatre and Film section of the Wartime Prices and Trade Board—except for those of four exchanges, Monogram, United Artists, PRC and Pioneer. These will be announced soon.

The exchange, specials, group
(Continued on Page 2)

Para Buys Out David O. Selznick

Paramount Pictures, in a startling deal said to involve \$1,800,000, bought David O. Selznick out of the film business, players, pictures, stories and all—all, that is, but "Gone With The Wind." The perennial moneymaker went to Selznick's partner in Selznick-International, Jock Whitney, when that
(Continued on Page 3)

Halifax House Robbed

The Capitol Theatre, Halifax, kicked the grosses around good on Paramount's ace musical, "Holiday Inn." But to no avail.

Thieves broke in and made off with receipts, totalling over \$5,000. They broke through a steel door to get to the cash.

Dishes Held Over

The ban on ceramic giveaways is being held back. The life of the clay and china giveaway has been extended to 30 days from the first of October.

Scott Is Reeve

J. O. Scott, Weston, Ont., exhibitor, was elected to the office of reeve of that municipality when his predecessor became mayor. Scott was deputy reeve.

Takes Over Canadian Franchise; Lee Partner; Kauffman Manager

Oscar R. Hanson, veteran Canadian film figure, in partnership with Arthur A. Lee of New York, has acquired the company known as Monogram Pictures of Canada, Limited, and will in the future distribute Monogram in Canada. This



BOB EVES

To
National
Film
Board



JACK ARTHUR

To
The
Army
Show

Emp-U Gang Parties Perry Wright, RCAF

Perry Wright, head booker of Empire-Universal, was thrown a grand party by his fellow-bookers on the occasion of ending his current run at Emp-U and booking himself into the RCAF for the duration.

The party took place at the Royal York Hotel and it was strictly a night for bookers. The pencil guys sat at the head table and all others, regardless of position, were shuffled with the rest.

Percy Smith of B & F acted as toastmaster.

ends the connection with Regal Films, which has released Monogram's product in the Dominion for years. Because of this now-ended deal with Henry Nathanson, head of Regal, Monogram Pictures of Canada, Limited, had remained inactive. With its acquisition by Hanson and Lee, the Canadian franchise goes to them and the company becomes active as a releasing setup.

Harry A. Kauffman, another
(Continued on Page 2)

Smith Joins PRC

Bill Smith, well-known to the trade, has joined PRC as Toronto branch manager. He replaces Harry Kauffman, now Canadian general manager for Monogram.

Quebec Allied's Important Meet

The Quebec Allied Theatrical Industries, at its annual meeting in Montreal on October 1st, discussed a number of wartime film problems which concern Dominion as well as Quebec exhibitors and took action to see what could be done about them.

Meeting at the Mount Royal
(Continued on Page 2)

Sale Windup of Loew's, London

Stockholders of Loew's London Theatres, Ltd., at a special meeting recently, approved a resolution providing for the winding up of the company and the distribution of assets to preferred stockholders.

It was stated the company has
(Continued on Page 3)

Famous Players Vs. Nathansons, Robson

Of major interest to both Canadian and American film men is the coming legal battle between Famous Players Canadian Corporation and N. L. Nathanson, Odeon Theatres of Canada, Ltd., Paul Nathanson and Clarence M. Robson, the

Vitagraph, Winnipeg, Headed by Matthews

Wolfe Cohen, vice-president of Vitagraph, Ltd., has announced that Greydon A. Matthews will succeed the late Louis Geller as branch manager of the Winnipeg exchange.

Matthews, who served for some time as branch manager of the First National exchange in Winnipeg, has recently been on the sales staff of the Toronto branch of Vitagraph.

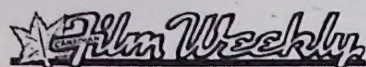
latter three linked together in the statement issued by Canada's largest circuit. The suit, long pending, resulted from Nathanson's dissociation with Famous Players last year.

Printed below is the statement contained in the writ issued:

(a) Against the Defendant Nathan L. Nathanson for damages for breach of duty and breach of trust and for wrongs committed by the said Defendant in fraud of the Plaintiff while occupying the
(Continued on Page 2)

'MOSCOW STRIKES BACK'

Esquire's latest hit, "Moscow Strikes Back," is held over at the Uptown, Toronto; Plaza, Vancouver; Palace, Hamilton; and the Rialto, Winnipeg. It's doing smash business at the Grand, Calgary; Capitol, Woodstock; and is booked into every key house in Canada. Get your date early.



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Famous Players Vs. Nathansons

(Continued from Page 1)

fiduciary position of director, President and General Manager of the Plaintiff Company; and for damages for breach of contract of employment as General Manager of the Plaintiff company; and for damages for wrongful acts (while occupying the said positions) which resulted in damage to the Plaintiff in the alienation of certain theatre properties from the Plaintiff company and in fraud of the Plaintiff company, to or for the benefit of the Defendant, Odeon Theatres of Canada Limited, a company owned or controlled by the Defendant Nathan L. Nathanson or in which he is directly or indirectly substantially interested; and for damages for wrongfully furnishing to the other defendants confidential information relating to the Plaintiff company's business with a view to its use for the benefit of himself and the Defendant Odeon Theatres of Canada Limited.

(b) Against the Defendant Clarence M. Robson for damages for breach of duty and breach of trust in connection with the acquisition of certain theatre properties by the Defendant Odeon Theatres of Canada Limited committed by the said Defendant while a trusted executive and employee of the Plaintiff company and in fraud of the Plaintiff company and for damages for acting while such executive and employee as agent and representative of the Defendants Nathan L. Nathanson and Odeon Theatres of Canada Limited of certain theatre properties in which the Plaintiff was then interested.

(c) Against the Defendant Paul Nathanson and Odeon Theatres of Canada Limited for damages for wrongful acts and in fraud of the Plaintiff intended to wrongfully deprive and depriving the Plaintiff of certain theatre properties formerly leased to the Plaintiff and by wrongful acts to procure such properties to be leased to the Defendant Odeon Theatres of Canada Limited; and for an accounting by Odeon Theatres of Canada Limited of the profits derived by it from the said theatre properties.

(d) The Plaintiff claims against all Defendants, general damages, an accounting, a mandatory injunction for the return to the Plaintiff of the properties of which the Plaintiff has been wrongfully deprived and such further and other relief as to the Court seems fit.

Hanson Gets Monogram Pix

(Continued from Page 1)

veteran widely known in the distribution field, has joined Hanson as general manager of the new exchange. Hanson is president of the company and James I. Foy treasurer. Monogram is arranging offices at St. John, Winnipeg, Vancouver, Montreal and Calgary. Kauffman is busy in Montreal right now Percy Taylor is in Calgary setting things up. Poster and advertising facilities will also be offered to exhibitors.

Oscar Hanson separated himself from the Nathanson interests in October, 1941, after an 11-year association. At the time of his resignation he was president of Empire-Universal. He is active in varied film matters, being the current president of the Canadian Motion Picture Pioneers. He has been in the business for 28 years, during which time he has been, among other things, sales manager of the old Tiffany and Educational companies in New York.

Hanson got busy right after his separation from Nathanson and chartered Pioneer Films and Hanson's 16mm. Movies, as well as continuing with Foto Nite. His biggest winner to date in the 35 mm. field has been "Birth of a Baby," one of the year's biggest grossers in Canada. In August of this year he took over the distribution of Alliance Films in Canada.

Since he entered the Canadian field on his own Hanson has surrounded himself with a crack staff. Recently H. T. (Tubby) Long joined him to supervise Pioneer, 16mm. films and Foto Nite. Long was with Associated Theatres for 10 years before joining Hanson. Other of Hanson's men are Percy Taylor, in Vancouver, who was once RKO chief for Canada and Denver branch manager for United Artists; and Victor Rackow, in Winnipeg, who used to head United Artists there.

Harry Kauffman has a record of experience in the Canadian field that dates back to 1912. He joined the Allens then and when that organization became Famous Players he soon became head of the Montreal office, where he remained until 1917. Kauffman, who headed his own Independent exchange, was once general manager of Metro Films in Canada and later ruled over the Consolidated Theatres of Montreal. He spent some years on the American film scene, then returned here. Before joining

McMullen Okays '42-'43 Groups

(Continued from Page 1)

designation and the number in each are:

Columbia: Two specials—"Commandos Came at Dawn" and "Cover Girl." Group One—5 (including "Much Too Shy"), Group Two—8, Group Three—8, Group 4—12, Group Five—14.

Empire-Universal: Three specials—two Howard Hawks productions and "Arabian Nights" (one). Eleven supers. Group one—8, Group Two—12, Group Three—12, Group Four—9, Seven Westerns, Seven Reissues.

Republic: One special—"Flying Tigers." Deluxe—6, Anniversary—14, Jubilee—14, Gene Autry specials—8, Roy Rogers—8, Mesquite Westerns—8, Don "Red" Barry Westerns—8.

Anglo-American (distributed by Esquire): Two specials. Group One—5, Group 2—5, Streamliners (42-minute features)—2.

Paramount: Three specials—"For Whom the Bell Tolls," "Lady in the Dark" and "The Story of Dr. Wassell." Group One—6, Group Two—10, Group Three—10, Group Four—10, Group Five—10, one balance group, Hopalong Cassidy—6.

Regal: Group one—6 pictures, Group Two—10, Group Three—10, Group Four—12, Group Five—10. A balance group will be made up of the rest.

20th Century-Fox: Two specials—"Tales of Manhattan" and "Young Mr. Pitt." Group A—12, Group B—14, Group C—14, Group D—12.

Vitagraph: Four specials—"Yankee Doodle Dandy," "The Desert Song," "Air Force" and "Mission to Moscow." Group One—4, Group Two—8, Group Three—8, Group Four—8, Group Five—8.

RKO: Specials—Two Samuel Goldwyn productions and one Walt Disney production. Group A—6, Group B—8, Group C—8, Group D—10, Group E—10. Also six Tim Holt Western productions.

Monogram he was general manager of PRC in Canada. He is certainly one of the most widely-informed film men in Canada.

Monogram, which celebrated its 10th anniversary this year, has made gains each year and has a distribution setup that covers every open market left in the world today. Budgets have been increased and such well-known players as John Wayne, the East Side Kids and Bela Lugosi have been assigned.

With the American government frowning on lavishness and star names disappearing into the services, the production limits of minor and major studios are much closer now than at any time in the past.

Quebec Allied's Important Meet

(Continued from Page 1)

Hotel under the chairmanship of Arthur Hirsch, the highly-successful film body recommended that the industry receive a preferred position in the matter of certain kinds of priority. The replacement of worn parts on projection machines, the heart of the movie theatre, has become a serious problem and it was felt that some form of relief should be granted theatres, considering that the government places great importance on them.

A decision was reached to ask the Quebec government to shorten the 12-month training period of projectionists to three months. The organization would also like to see the 20 per cent federal amusement tax and the 15 per cent Quebec tax of the same nature combined, as is the practice with income tax, to help simplify things.

After the business session the meeting was addressed by Col. Cooper, chairman of the Motion Picture Distributors Association, who presented the viewpoint of his organization with regard to frozen rentals. He was followed by Henry Falk of the Independent Motion Picture Exhibitors of Ontario, who treated the same subject from the standpoint of his group.

Elections of officers was held and preparations discussed for the new Victory Loan Drive.

Rights of Labor

Toronto exhibitor, short-staffed right now, got a note from the mother of his one usherette, demanding double-pay for the girl "because she's looking after both aisles instead of one."

Another wartime problem.

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ASK THE MAN
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Sale Windup of Loew's, London

(Continued from Page 1)

company was dissolved some time sold all its assets for \$254,000, which, plus cash on hand and after deducting expenses, will net about \$270,000. This, approximately, is equal to \$8 per preferred share if the company's tax liability does not exceed the amount of estimated tax.

It also was said that purchasers of the assets have agreed to indemnify Loew's London under a contract it has with Marcus Loew's Theatres, Ltd., which still has 20 years to run. In the contract, Loew's London agreed to pay 10 per cent of its profits, after deduction of preferred dividends, to Marcus Loew's.

As far as final winding up of proceedings are concerned, it was learned that Loew's London probably will be in a position soon to know just what procedure to take. While the contract with Marcus Loew's is in force, the London company will have to wind up under the Winding-up Act, generally a long proceeding. However, if a release is obtained, the company can wind up under the Companies Act.

Though the identity of the purchaser has not been revealed, it has been said that one of Canada's major chains has acquired the theatre.

Scholes Into RCAF

Fred Scholes, formerly of the Hollywood, Toronto, and Queens, Hespeler, Ont., into the RCAF.

'Miniver' Influence

Director of Public Information, Ottawa, has issued a large illustrated booklet called "Canada and the People's War." The introduction quotes and credits the words from the picture, expressed by the vicar, which contain the phrase.

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This is Funny

Grade A evidence that this continent can still laugh while pitching in is the piece offered below, which is being circulated On the Square at the moment. The author and source are unknown to me, but let the reprinting of his masterpiece here serve as a sweep of my sombrero to his expressive ingenuity.

Follows his effort:

In reply to your request to send a cheque for taxes, I wish to inform you that the present condition of my bank account makes it almost impossible. My shattered financial conditions are due to federal laws, corporation laws, liquor laws, sister-in-laws, brother-in-laws and out-laws.

Through these laws I am compelled to pay a business tax, amusement tax, head tax, school tax, gas tax, light tax, water tax, sales tax, liquor tax, income tax, defence tax, food tax, I am required to get a business license, a car license, operator's license, not to mention dog license and marriage license.

I am also required to contribute to every society and organization which the genius of man is capable of bringing into life, to women's relief, the unemployed relief and the gold digger's relief. Also to every charitable institution in the City including the Salvation Army, Community Service, Red Cross, White Cross, Boy Scouts, Girl Guides and YMCA.

For my own safety I am required to carry health insurance, life insurance, property insurance, liability insurance, burglar insurance, accident insurance, business insurance, earthquake insurance, tornado insurance, submarine insurance, unemployment insurance and old age insurance.

My business is so governed that it is hard to find out who owns it. I am inspected, expected, disrespected, rejected, defected, re-examined, informed, required, summoned, fined, commanded, compelled, until I supply that inexhaustible supply of money for every known need, desire and hope of the human race.

Simply because I refuse to donate to something or other I am boycotted, talked about, lied about, held up, held down and robbed until I am almost ruined. I can tell you honestly that except for a miracle that happened I could not enclose this cheque. The wolf that comes to many doors nowadays just had pups in my kitchen, I sold them and here is the money.

His Candied Opinion

Sergei M. Eisenstein, most famous of Russian directors, has just published a book called "The Film Sense." In it he writes: The perspectives of the possibilities of the film are unlimited. And I am firmly convinced that we have barely touched these possibilities.

Fully revealed and fully sounded, the definitive rise of an Art of the Cinema and a cinematographic method begins with the conclusion of that nightmare through which man now passes.

The full development of the film awaits the day when those energies of millions now directed toward the destruction of the enemy are freed to turn from matters of destruction and death to matters of construction and life.

Speed the coming of that day!

Hazy Daisy and Woozy Susie

Says Mary Lowry Ross, screen inspector for Saturday Night:

Does the Office of the Co-ordinator of Inter-American Affairs think it altogether fair to represent the American male as invariably cool, resourceful, intelligent and invulnerable and the American female as a beautiful little silly with hardly enough brains to tell time? My feeling is that if we are to impress the South American republics we'd better get rid of her quick. Tell the Industry to scrap her, or at least send her back to the factory to get her reflexes relined.

Not long ago she was Irene Dunne in "Lady in a Jam"; and just before that she was Laraine Day in "Fingers At the Window." Last week she was Betty Field in "Are Husbands Necessary?" and Marsha Hunt in "Kid Glove Killer" and Jean Rogers in "Pacific Rendezvous."

Para Buys Out David O. Selznick

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was dissolved some time ago.

Of major value were the story properties owned by Selznick, now to be Paramount's. Such old and new best-selling novels as "Jane Eyre" and "Keys to the Kingdom," and "Claudia," one of Broadway's great hits, were included in the deal. For these three productions arrangements were under way. There are other unused stories, as well as those made up to date that will be in Paramount's hands.

To Paramount go Vivien Leigh, Joan Fontaine, Ingrid Bergman, Dorothy McGuire, Jennifer Jones, Valerie Hobson, K. T. Stevens and Alan Marshall, all players. With them are Alfred Hitchcock and Robert Stevenson, directors.

The retirement of Selznick from motion pictures for the duration ends temporarily the story of the strong-willed, imaginative young man to whom no personally-conceived idea was too big for realization. Operating as he did meant little to him in the face of present regulations. Selznick may take a government post.

Paramount seems determined to move forward and will enter any deal that would seem to further the idea. The studio recently concluded a deal with United Artists, whereby 24 of its pictures would go to UA during this and next season.

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MONOGRAM announces a complete Canada-wide organization . . . with a staff of experienced film men always at your service!

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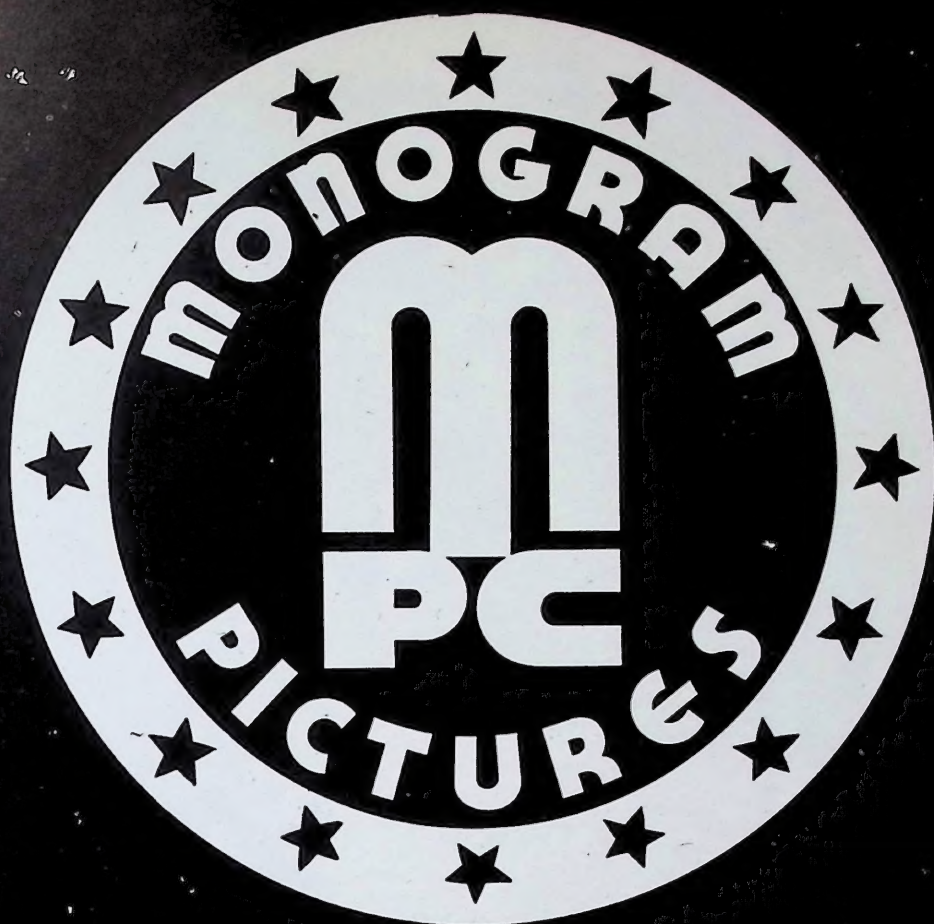
87 Union St., Saint John, N.B. — SAM JACOBS

5975 Monkland Ave., Montreal — JOHN LEVITT

402 New Hargrave Bldg., Winnipeg — VICTOR RACKOW

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HALIFAX, MONTREAL, TORONTO, WINNIPEG, VANCOUVER

Movie Press Agents Do Big War Bit

Industry Plans Salvage Drive

Canadian theatres will be asked shortly to undertake a campaign for the collection of metal salvage, the moneys derived therefrom to go to the War Services Committee for the support of the canteens it maintains in each province. John Grierson, National Film Commissioner, received the request from the government that the campaign be undertaken through the Hon. J. T. Thorson, Minister of National Services and the Deputy Minister in Charge of Metal Conservation.

Mr. Grierson designated Bob Eves, who just joined the National Film Board, as the contact man between himself and Ottawa.

J. J. Fitzgibbons, chairman of the Public Relations Committee of the Canadian Motion Picture War Services Committee, was approached by Mr. Grierson and for Famous Players the former offered immediate co-operation.

Representatives of the War Services Committee are being appointed in each province, who will receive the cash results of the drive from the Motion Picture War Services Committee. This money will be obtained through the sale of the collected metals to approved buyers.

The Motion Picture group is appointing committees to handle literature and other matters and spread the slogans and campaign ideas. More details will be available soon.

'Waltz' Record

Regal's "The Great Waltz" has played its 11th engagement at Teamed up with "Blossoms in the Dust," it packed them in. It was brought back by audience demand and the chances are that this wasn't its last run.

Hey, Ray! Where's The Dancing Girls?

Ray Tubman, Ottawa's friendliest fellow, who skips the Capitol there, has an arrangement with a ladies' society whereby afternoon tea is sold on the mezzanine for a good cause. Of late, because of the capital's clogged accommodations, the ladies have been dishing out added snacks.

Glen Ireton, Vitagraph's say-good man, was standing by, quaffing and whiffing, when a man approached him.

"What time," he wanted to know, "does the floor show go on?"

Canada's Pix P.A.'s Get Few Nods but Keep Right on Dreaming Up Schemes and Stunts To Boost Business and Morale

The war has put the much-maligned movie press agent in a new light. The boys of the blurb brigade, coming into contact with all kinds of people who have thought of them in terms of the cinematic and journalistic quirks pinned on them for years, have impressed all with their character and capabilities. Taught to think of them as slip-one-over boys, officials and others would vote for them today as of filmdom's outstanding folk. Especially in Canada.

The war effort of all kinds of filmites has won wonder and praise for the people and the industry but the go-between, in this case the publicity and exploitation men, as usual, get precious little of it. Nor do they, accustomed to anonymity, expect it.

The long-time libel about the flacks being wacks is dying, though there are still films and columnists who keep alive the corny gag that press agents are always trying to bilk the public prints into being a playground for their crackpotpourri. Particularly from some columnists do the boys and girls deserve a better break. Said scribes, while doing over or using as-is the product of drum-beaters to fill many a hungry inch, give off knowing smirks about "press agent drivel" and "publicity stunts."

This sort of thing, in many cases, is away too ill-fitting, since press agents, to keep alive their contacts, present the space-fillers with stories outside their immediate interests and make themselves helpful in every way possible. The sort of screen scribe referred to in the foregoing has learned to regard all this extramural activity as coming to him.

Another reason for the presentation of the p.a. as a character is that many an editor or writer has not realized that publicity and news have overlapped to a great degree in recent years. Not all of the press gang maintain the outmoded viewpoint, but enough still do. News stories and announcements are often the same thing now. Business corporations call the drum-beaters public relations counsels and let them handle the most important intelligence.

Canadian movie publicity and exploitation men, with the war as part of their daily living for over three years, have gone quietly about helping build morale at every possible chance, whether connected with the industry or not. It was Dewey Bloom of Regal Films who was responsible for the idea which caused full-page ads to appear in daily papers, sponsored

by merchants, which encouraged people to get a lift out of "Mrs. Miniver." Bloom is a member of the morale committee of the De Havilland aircraft plant. He is also one of those who helped organize the Canadian Writers, Broadcasters and Artists War Council, now over 100 strong, to help stimulate the war effort.

Everyone knows of the great work done by Glenn Ireton of Vitagraph in promoting "Captains of the Clouds." He won the gratitude of the RCAF. Ireton tied the picture up with every merchant in every place of human habitation he could reach, giving each and all a personal interest in the picture, which generated pride and a higher degree of devotion to the armed services than before.

Win Barron of Paramount, in promoting "Pacific Blackout," arranged for ARP wardens everywhere to see the picture, encouraged them to give opinions and exchange ideas, and sent them home with a determination to give their work the utmost energy and care.

Max Chic of Esquire Films, in screening "Wings of Victory" in Montreal, led to the 1,500 aircraft workers present taking a personal vow before all present that they would serve their tasks with all that was in them until victory was won.

These are but a few instances of the hundreds that have been brought about by the untiring night-and-day efforts of Canadian movie press agents. And don't even hint that the boys were thinking of the picture first or you'll get the crack on the jaw you'll deserve.

Truth to tell, the boys (and girls) who herald the parade of pictures have been slightly wonderful. If there's any doubt in your mind, just ask war effort officials or the people in those places which they have helped along the road to livelier living.

Free Bond Movies

The "Free Movie Day," inaugurated by the American industry to sell war bonds, was a huge success. Patrons received a free show and bought bonds. The Loew's houses in New York, for instance, handed out 4600 passes and sold nearly \$300,000 worth of bonds. It will be duplicated in Canada.

Theatres Ponder Biz Falloff

Though the problem of maintenance has occupied theatre men much of recent date, two other nettlesome questions have intruded and must be faced. Fortunately, with admonitions and instructions observed by staffmen, as much has been done about maintenance as is possible. The other problems concern patronage and theatre staff replacements.

Though theatre business has been sagger than at any time in history, a distant note of uncertainty is beginning to make its effect on the boxoffice. The slight falloff is not merely as bad as the reason for it. That reason, when it reaches a certain stage, will have the wise heads wondering how to overcome it.

The symptomatic falloff in attendance is due to a whole section of theatre patronage being eliminated by army and war work demands. The movies, busy spreading war consciousness, may have to plan a campaign designed to spread movie consciousness among the under-draft and over-draft aged males. The majority of pictures have been made to appeal to men within the above-mentioned limits.

Business in downtown houses is not always evidence of how things are going with the trade generally. The vast sweep of the draft in the States within a short time is showing its effect on second and third run houses and the same, to a lesser extent, is true here. Picture content will have to be of a nature that will appeal to the youngsters and oldsters if the problem isn't to grow. The Public Relations Committee of the American motion picture industry is already busy figuring ways and means to stand off the breeze before it becomes a hurricane.

How to get needed manpower replacements of a specialized nature for both theatres and studios is another thing that has the industry worried. New York University recently instituted a manager's course but where to get the students is the poser.

Cut Raw Stock

An additional cut in raw stock film is anticipated by Hollywood. The War Production Board of the USA recently ordered raw stock cut from 10 to 24 per cent for Hollywood purposes. This order was to last for three months and the new cut, which will double the old one, should be applied about January 1st.

Every Employer has



Organize a "Payroll Savings"

a Special duty in this fight for Victory

You, who are an employer of labor, are called upon for special leadership in the drive to mobilize Canada's fighting dollars.

To meet war needs, the average Canadian would have to lend his country \$1 in every \$5 of his income *after* taxes and compulsory savings.

The average may not fit your case. Each man's circumstances are his own. He may be able to do better, out of current income and accumulated savings; or he may be unable to reach the average. His share is *every dollar he can possibly spare*.

More than 800,000 employees invested in the last Victory Loan on the Payroll Savings Plan. In some families today there are three or more steadily employed. This time the objective is at least 1,500,000 employees buying Victory Bonds.

A representative of the National War Finance Committee will call on YOU to outline the Payroll Savings Plan. He will give you a book containing full details. Make it your job to explain the plan to your employees, and encourage them to organize a canvass among their own ranks.

Give this representative a good reception. Lend your full co-operation to this vitally necessary plan for mobilizing Canada's fighting dollars *fully* in this critical year of the war.



Committee in YOUR plant

NATIONAL WAR FINANCE COMMITTEE

Movie Houses and Fire Prevention

The interesting article below is by W. L. Clairmont, the Dominion Commissioner, whose offices are in Ottawa:

The movie theatre has been recognized as one of the best media for getting messages across to the public. This fact has resulted in a flood of trailer films being shown in connection with every national campaign that has been launched in this country for the past several years, including the Fire Prevention trailer which has been released annually for a number of years. The theatre managers have shown unlimited patience in this regard and we, who depend so greatly on this form of publicity, are deeply appreciative of this annual co-operation on the part of the distributors and theatre managers alike.

This year however, our film publicity is taking another form. Instead of the trailer there will be a fire prevention newsclip in the newsreels which will be shown in Canadian theatres during the month of October. In this way, showings will not have to be limited to Fire Prevention Week only, October 4-10. The newsclip will probably run for three or four weeks and will no doubt go into every theatre in Canada. It is therefore anticipated that our message will reach millions of Canadian theatre goers.

We are planning on producing at least two fire prevention newsclips a year and possibly three. In addition to the one currently appearing, we plan another one for the Spring Clean-Up Campaign. We would also like to run one at Christmas-time if possible.

Theatre managers in Canada are keenly alive to the matter of preventing fires as evidenced by the theatre fire loss record. A 5-year average shows 37 fires a year from all causes with an average property loss of slightly under \$75,000. Considering the amount of values involved—somewhere in the neighborhood of \$75,000,000 I believe—this is a very creditable record. To achieve this record, however, it has required persistent efforts on the part of men like Lieut.-Colonel J. A. Cooper of the Canadian Motion Picture Distributors Association, who this year was elected President of the Dominion Fire Prevention Association in recognition of the keen interest which he displayed in fire prevention over a long term of years.

It is to be hoped that the co-operation of theatre managers in the matter of fire prevention will continue during the succeeding years and that they may share in the credit for a reduced toll of life and property loss by fire.



By TAP KEYES

Doug Fairbanks, Jr., was one of the first stars to enter the services. Since then little has been heard about him. But he hasn't had it easy. Advices from London admit that he has sailed the sea in almost every kind of large war boat. . . . Commander John Ford, who directed "How Green Was My Valley," got into picture business when his brother, Francis Ford, the old-time star, got him a job as prop boy. He directed more than 200 westerns before he was 25. Which proves that there's no substitute for experience, even in the film business. . . . Sam Goldwyn spent a million dollars trying to make a star of Anna Sten, the Russian beauty. It didn't help. Now she'll be back in "Seventh Column" as the wife of General Mikhailovitch, the Serb guerrilla leader.

Raymond Massey will play opposite Ruth Gordon in "Action in the North Atlantic." She's one of America's greatest actresses whose film appearances have been all-too-rare. They appeared together in several stage plays. . . . Jeanette MacDonald, who left MGM after many years, is on a road tour and will return to films soon for another studio. . . . John Coote, on leave from the RCAF, has returned to active duty after working in "The Commandos Strike at Dawn." He's stationed at Calgary. He was directed by John Farrow, who served with the Canadian navy. Farrow will direct Alan Ladd's next picture, "China."

Anna Neagle and her director, Herbert Wilcox, who made "Wings and the Woman," aren't ready to make a film with a Canadian background, as reported. Canada has certainly won a more honest presentation lately than at any time in the past. . . . Paramount has changed its mind about "Calgary Roundup" because the war made it tough to shoot. . . . Who do you think will play the lead in Noel Coward's play, "The Astonished Heart"? Maria Manton, daughter of Marlene Dietrich. . . . Lew Lehr, the funny Movietone man, will be back after a long illness. He's been missed, with his "Monkeys are the funniest people!"

You'll soon be hearing plenty of song-and-dancing. Hollywood, desiring to balance the large amount of war films, has 59 musicals scheduled. . . . All-star films are on the way. Fox's "Tales of Manhattan" has a raft of them and no less than 30 will appear in Paramount's "Star-Spangled Rhythm." Now "Stage Door Canteen" is on the way with Benny Goodman, Katherine Hepburn, Helen Hayes, Benny Goodman and anyone else you can think of. . . . Leave it to that Hepburn to be different. She didn't divorce her husband—he divorced her. And for desertion. . . . A new game is on the way—"Movie Quiz." The screen presents the questions, you tear the answers out of a provided sheet and get war certificates and bonds.

Did you know that children under 16, unaccompanied or not, are not allowed in Quebec theatres? The law was passed because of a tragic fire years ago. The government wouldn't relax it for Walt Disney's "Dumbo." . . . Don't think those stars have an easy time on their bond tours. Bette Davis is the fifth star to fall ill after the strenuous jaunt. . . . With cowboy stars headed for the army the cowgirl may come back. The early silents featured some. Now one studio has signed trick rider Evelyn Finley. Westerns will be fewer, due to film rationing, but they'll be bigger and better. Columbia has "The Desperadoes," a Technicolor shooter.

Sears Announces UA Lineup

The leading figures in the field of independent motion picture production, will contribute sixteen full-length features, six Hopalong Cassidy Westerns and eight streamlined comedies to the release schedule of United Artists Corporation during the 1942-43 film season, which will also include a series of twelve "World In Action" shorts and a Bob Hope-Bing Crosby Golf short. In addition, ten other top-flight independent producers are now readying production plans for additional feature-length pictures, definite announcements of which will be made in the near future.

Revivals in New York

Algiers—1938 romantic drama; Boyer, Lamarr, Gurie.

Angels Over Broadway—1940 satirical comedy-melodrama; T. Mitchell, D. Fairbanks, Jr., R. Hayworth.

Arise My Love—1940 farce comedy; Colbert, R. Milland.

Beachcomber—1938 drama of the Dutch East Indies; C. Laughton, J. Lanchester.

Cat and the Canary—1939 comedy-mystery; B. Hope, P. Goddard.

Cheers for Miss Bishop—1941 biography of a school-teacher; M. Scott, W. Gargan.

Clairvoyant—1935 melodrama; C. Rains, F. Wray.

Devil and Miss Jones—1941 farce comedy; J. Arthur, C. Coburn.

Divorce of Lady X—1938 technical color comedy; L. Olivier & M. Oberson.

Don Quixote—1933. Excellent musical with Chaliapin, G. Robey.

Farewell to Arms—1932 revival of Hemingway's famous story. H. Hayes & Cooper.

Foreign Correspondent—1940 melodrama; J. McCrea, A. Basserman.

General Died at Dawn—1936. Exciting melodrama in China; G. Cooper & M. Carroll.

Ghost Breakers—1940 comedy; B. Hope, P. Goddard.

Grand Illusion—1938 French war film; Eng. subtitles; Eric von Stroheim, P. Fresnay, J. Gabin.

His Girl Friday—1940 comedy; C. Grant, R. Russell.

Holiday—1938 comedy; Hepburn and C. Grant.

Housekeeper's Daughter—1939 farce comedy; A. Menjou, J. Bennett.

Lady Eve—1941 comedy; Fonda & Stanwyck.

Letter, The—1940 drama; B. Davis, H. Marshall, J. Stephenson.

Long Voyage Home—1940 nautical drama from 4 O'Neill plays; T. Mitchell, I. Hunter, J. Wayne.

Midnight—1939 comedy; Colbert, Ameche, J. Barrymore.

Mr. & Mrs. Smith—1941 marital farce; C. Lombard, R. Montgomery.

Northwest Passage—1940 technical color adventure tale; S. Tracy, Robt. Young, W. Brennan.

Plainsman, The—1937 historical drama; G. Cooper, J. Arthur.

Scarface—1932 gangster melodrama; Paul Muni.

Secret Agent—1936 spy melodrama; J. Gielgud & M. Carroll.

What Did You Do?

FOR "Henry and Dizzy" Chuck Smith, Royal, North Bay, had two kids sitting in an old battered roadster, parked on the main street. Car had copy printed all over it. No gas was used, as the car was towed to and from location. Radio spots played up the Aldrich family program.

MAX PHILIPS, Regent, Sudbury, arranged a smart looking lobby for "Eagle Squadron." Max sold this feature through every available channel. Large cutout letters were used on the stage two weeks in advance and were spotlighted during the showing of the trailer. Teaser strips were used on the stairs, a silhouette showing a squadron of planes hung from the ceiling of the foyer, with direction cards below reading, "Look up, they are on the way." A model plane contest was arranged and six different types of planes with four foot wing spread were suspended from the ceiling of the lobby. Planes carried feature title and plugs.

A large 10' compo board plane was placed on the marquee surrounded by red, white and blue pennants. Colored fronts drew much attention.

FOR a Horror Show, Bill Cupples, Grand, Sudbury, erected a snappy display in the lounge well in advance of the picture. A large three-sheet head of Frankenstein graced the lobby and a circle carried copy, "Horror and Chill Show! Such well known monsters as Dracula, the Vampire, and Dr. Jekyll have been invited to the Midnite preview. Any person with high blood pressure had better attend during the week."

AL PERLEY, Midtown, Toronto, had special cards distributed to the Army and Navy and Air Force barracks; these cards were printed with the new army "Slang-ue" and copy for "Two Yanks in Trinidad." The boys loved these and had a great time passing them around. Circulars in the form of Special Extra Edition newspapers were distributed through Liberty magazine. These newspapers were complete with headlines, interesting reading and action cuts.

Prominently displayed on the marquee was a large attractive cutout of a girl draped in a flag effect costume. Also spotlighted on the marquee were two special standees in the form of dough-boys; copy read "We're out to win the war with a thousand laughs and a thousand cheers."

DIGEST of REVIEWS

New Reviews

GRAND CENTRAL MURDER

A pleasing whodunit which has one big thing going for it at the boxoffice—the presence of Van Heflin, whose audience rating has rocketed way up in the last few months. This time he's a lawyer. Story is about finding the killer of a gold-digger, done away with in a private car, amongst a crowd of suspects. Sam Levene, Patricia Dane, Cecelia Parker, Samuel S. Hinds and others.

FLYING TIGERS (Republic)

Though the story here has little novelty, every other part of this picture is filled with thrills and excitement. The film is about American aviation volunteers in China and the title is tops for attractiveness—this because of the inspiring publicity given to the flyers. The presence of John Wayne and John Carroll gives it name value. Anna Lee is the girl and Paul Kelly plays a good role as a grounded volunteer. Should get first-run in downtown houses, something new for a Republic picture.

HALF WAY TO SHANGHAI (Universal)

Espionage story which takes place on a train and has to do with protecting a map indicating China's secret munitions dump. Some fine players make it a convincing and suspenseful piece of work. Kent Taylor, Irene Hervey, Henry Stephenson, J. Edward Bromberg and George Zucco.

BETWEEN US GIRLS (Universal)

An outstanding comedy played expertly by Diana Barrymore, Kay Francis, Robert Cummings, John Boles, Andy Devine, Walter Catlett, Ethel Griffies and Guinn Williams. Everything about it is first class, from the settings to the result. Story has to do with Barrymore's attempts to make herself seem twelve years old to her mother's suitor, John Boles, said mother being Kay Francis. All to the annoyance of Robert Cummings, who falls for Barrymore as a kid. Anyway, it's really one of the funniest of non-war films to date.

Garrett to Navy

Assistant-manager Bill Garrett of the Vanity, Windsor, a 20th Century Theatre unit, has joined the Canadian Navy.

Eves Gets Bag

Bob Eves, former supervisor of suburban houses for Famous Players, was presented with a travelling bag by his co-workers on the occasion of his leaving to join the National Film Board.

Golden Now Heads Warners Advertising

Gilbert Golden has succeeded Paul N. Lazarus, Jr., who has been handling trade paper advertising and sales promotion for Warners, Mort Blumenstock, Eastern ad and publicity chief, has announced.

At the same time a new post, that of Advertising Manager, was created for Golden.

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THE MAD MONSTER

Half-man, half-beast—a monster comes to life behind the barred door of a scientist's laboratory and seeks human prey

Johnny Downs, George Zucco
Anne Nagel

THE PANTHER'S CLAW

The perfect crime—almost! A mystery-thriller made from Anthony Abbott's great story. It's a spine chiller—a truly fine picture. This is an exploitation natural!

Sydney Blackmer, Ricki Vallin,
Bryon Foulger

BILLY THE KID TRAPPED

First of a great series of real westerns

Bruster Crabbe, Al (Fuzzy) St. John

Produced by Sig Neufeld
Directed by Sherman Scott

VOLGA VOLGA

A gay musical picture which typifies the Russian spirit. Its music is gay and light-hearted and its comedy is scintillating and different

Luba Orlova

RED ARMY

This picture is a must for every theatre in Canada! It shows the indomitable Russian army in action. As timely as today's newspaper. These pictures show why the Russians are able to stand off the Nazi hordes. "Red Army" is exploitable and a natural for the box-office!

TORTURE SHIP

Jack London's epic of the sea
Lyle Talbot, Irving Pichel

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